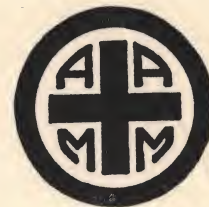


# Washington Massage

# NEWS



Wash. Chapter, American Association Masseurs & Masseuses

Editor  
Ruth Williams, R.M.

November , 1956

Kennewick,  
Washington.

## PRESIDENTS MESSAGE

By John A. Murray R.M.

It is not too early in the year to begin thinking about Washingtons "Masseur or Masseuse of the year". Look around you for a possible candidate, if you are a Masseur of masseuse, who is a member of the A.A.M.M. and practicing full time, and making it your livelihood, you can be eligible.

Here are some tips, on the procedure to follow, so that our next year's representative, to the national convention, for the national title of Masseur of Masseuse of the Year, will not be caught short, without all the qualifications.

First-you must have an application, which will be supplied you, by the chairman of the "Masseur of the Year Committee", Mary E. Howells, of Canton Ill. or by Arthur D. Nelson, National Sec. and Tres. of A.A.M.M. of Joliet, Ill. or write me , at 1242 Jefferson St. Port Townsend, Wash. for necessary information, to qualify. (I failed to receive an application, and a letter from the Chairman of the "Masseur of the Year Committee or the State Sec. and Tres, why your state thought I was an outstanding masseur, these two items disqualified me, from competing at the national convention, so lets not let this happen again.

Second-there are nine rules, governing the choosing of the National A.A.M.M. Masseur or Masseuse of the year. Each contest nt should have a copy, that they can check with, to be sure nothing is left undone.

My reason for urging you to begin thinking about this matter is this It is a very expensive title, if you win it, so you may need time to prepare and save the dollars.

The chosen masseur of masseuse, must ve in attendance at the national convention, to give a demonstration and answer all questions the examining committee may ask.

The 1957 National Convention will be practically across the continent, which will be twice as expensive as the 1956 convention, which was within half the distance.

One thing that struck me as odd, was the fact that states right in the area of the national convention, did not have a representative masseur of masseuse of the year. Illinois, Idaho, and Washington being the only ones. Massachusetts did have a masseur chosen, who did not appear at the convention.

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## SALESMANSHIP AND ITS RELATIONSHIP

TO YOU AS A MASSEUR OR MASSEUSE

By Ruth Williams

Many of us do not realize that the massage profession consists of selling as well as the actual work of massage. Many people say that if you give a good treatment it will speak for itself. This is true to



a certain point, however, there has been many a person attempt to make a living in the massage profession and fail because they did not know how to promote a business, although they could give a good treatment.

The most important factor in good salesmanship is the first impression your client has of you, for the first impression is usually a lasting one. When you answered the phone for that first appointment was your voice as pleasing to the ear as it might have been? Many persons have changed their minds after making that phone call because something about the voice on the other end irritated them. Haven't you made decisions about what you would or would not do just by the sound of tone of the voice of the one you were speaking with? So be careful of your telephone voice.

Does your office or home look as attractive as it could? Is it spotless and shining? It need not be fancy, just neat and clean. Many a client has been lost before they get in the door because the place of business did not appeal to them. If not, this makes two strikes against you before they have even seen you!!

Then after they have seen you, provided they are brave enough to get past the above two obstacles, do you give the impression that you know what you are doing? Do you inspire confidence in them? Or do you make them feel that you are mostly guessing about their condition, or that you are incompetent to handle their case? Your client must trust your judgement before he will trust his health to your keeping.

Is your person clean and sweet smelling? Are you neat from your nails and hair to your shoes? This is a must!

One of the next important steps is to sell massage to your client while you are giving the treatment. Explain why you are giving special attention to this or that part of the body. Don't leave them to guess why you are giving time to a tender area. Tell them why. Explain why massage is needed in their case. At the same time do not talk so much they become irritated or nervous. Learn when to talk and when to be silent, thus building their confidence in you more.

You know that you cannot inspire confidence in others if you do not have confidence in yourself. So you must get rid of those inner fears and tensions and be relaxed. Once you understand how and why emotional strain affects you, you've taken the first step toward conquering it. Under tension you have a feeling of pressure or excitation. You cannot induce your client to relaxation if you yourself are not relaxed. Know your work and rest in the assurance that you are competent to do it. Give your client a feeling that all is well with you and your world and some of this feeling will rub off on them. A bright, cheerful colored office will also help their frame of mind. Don't ever tell them your troubles! Let them tell you theirs with the inner assurance that their confidences will not be violated.

Be positive in all your thinking and speech. When it is time to make another appointment, don't say, "Wouldn't you like to come in on Friday?" Instead, tell them that you want them to come back on Friday at 2:00 PM. Be positive! When they ask how much they owe you, answer, "I charge only \$5.00 for this treatment."

Never, never, never discuss one clients case with another client! These rules have been the basis of success of our business and many other people have found them successful, too.

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IF you believe in "Freedom of Choice" of Physician then you must vote for ROSELLINI\*\*\*FIND OUT NOW! Where do your own legislative Candidates stand on this question! His or Her vote in the January and February sessions will be closely watched.



# SEATTLE NEWS RELEASE

Mr. F. R. Canaday and his wife left for California on a visit to their friends and relatives, leaving Seattle on September 26, they were last heard of at Napa, California where they visited Mrs. Canaday's sister and nephew. Arriving there on the 29th, after going 17 miles over some pretty rough road to reach their mountain home. Other relatives came over to see them there.

On the road down they visited Mr. Canaday's brother at Shehelis. After leaving Napa, California they expect to make Fresno their next stop. They plan to be home October 26th. They are having a fine time out in the mountains, and the scenery is fine.

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## NEXT MEETING

Regarding the notice of our next meeting in Seattle: It will be held in the Mannings Cafe 3:15 Union Street at the usual time---Beginning the refreshments or dinner at 7:00 P.M. and following with the Business meeting at 8:00 P.M.--- There isn't enough said about the wonderful demonstrations (or Seminar) that Art Mann has gotten together--- He gave a very extensive showing of how to drain the gall bladder. Mrs. Hatch was the model. Thanks to all of them.

We had a new member Mrs. Effie Boben, whose address is 1702 Melrose to join us. Mrs. Barton and Mrs. Matelie Fitzgerald were visitors. We were glad to have them with us.

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Mr. and Mrs. Gamon from San Barnadino, California visited some of our masseurs here in Seattle--They came to Seattle on September 5th and stayed until the 7th of September. They expressed themselves that they believed that our Association should enlarge our number of recognized schools as much as possible, as we really need them. Mr. Gamon was a delegate to the Milwaukee Convention.

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Miss Blanche Williams, daughter of Mr. and Mrs. Jess Williams visited Seattle Also. Blanche took her Nurses State Board Examination at the University of Washington. Her girl friend (Bunny) also visited Seattle and they had a jolly time looking at the tall buildings and shopping in the stores...Blanche came Wednesday Oct. 10th, stayed at the Ed. Meany hotel that night, and took her exams the next day, the next night she stayed at the hungerford Hotel, and Friday night at the Niedfelts. Saturday morning, she was up bright and early to meet Bunny at the King Street Depot. Saturday night she stayed at the Benjamin Franklin Hotel, and went back to Kennewick Sunday. We hope they had a fine time.

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Mr. John H. Olmer, Legislative representative and director of Public Relations of the Washington State Naturopathic Ass'n 610 People Building, Ph. HE3939 Seattle is circulating a bill to the State Legislators already in preparation for the coming State Legislature in January. It is suggested that our members get a look at this bill as they have written it--especially Section 5 which effects massage.

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## THOUGHT FOR THE DAY

Reputation is what men and women think of us; character is what God and angels know of us.---Faine.



## CHEMICAL INVENTORY

### IRON

Pure iron is a silvery-white metal. As we see it in the commercial world, it is the base of steel, where it is found in combination with sulfur, silicon, manganese, and phosphorus. It is needless to remind you that iron is abundantly distributed over the crust of the earth, being found to some degree in most soil and rock formations. It is also found as part of the actual structure of plants and animals. When found in living tissue, however, the crude iron is highly refined. Iron is said to be the element responsible for the characteristic green coloring of leaves.

A comparatively small amount of it is found in the human body. It is the heaviest material entering into the body's structure, or playing a part in its activity. Chemists have isolated about two ounces in the average individual. It is said that approximately fifty-five grains of this amount are found in the blood stream. Here it is used in the formation of the red blood corpuscles.

In a previous chapter, we have indicated the importance of the red blood corpuscles as related to the problem of oxygen absorption. Iron is the most important of all blood salts. It is estimated that about six ounces of blood are forced into the lungs at every heart beat. At this rate, approximately the entire amount of iron found in the blood stream comes in contact with the air cells of the lungs 120 times per hour during the entire life of the individual, or something over 2,800 times every twenty-four hours. By the simple process of multiplication we arrive at the astonishing fact that approximately twenty pounds of iron have been carried to the lungs and out again every twenty four hours.

The function of the iron here is to attract from the air taken into the lungs, the oxygen contained therein. Iron is said to be the twin brother to oxygen; the affinity between the two is so pronounced. Every cell in the body demands oxygen during every moment of life. If there is a shortage of red blood corpuscles there will be a shortage of oxygen, and a consequent devitalization of the cells.

Think what it would mean if the milk dealers replaced their trucks with hand wagons, or if they otherwise discontinued a part of their essential equipment. Somebody would go without milk. Such a milk shortage would not compare, in effect, with the oxygen shortage growing out of a similar condition in the blood stream. A lack of Oxygen in the body is largely the result of impoverished blood. So acute is the iron hunger of American women that some investigators claim that eighty five per cent of them are more or less anemic. Anemia in school children, as indicated by the last school census, is appalling.

Iron supports vital energy; it stimulates sex life; it increases body heat. It is the gateway through which oxygen enters the body. It promotes ambition and vigor. It prevents devitalization and fatigue.

Iron starvation manifests itself in lack of ambition, listlessness, devitalization, exhaustion, in cold hands and feet, in skin pallor, night sweats, and other evidence of extreme weakness. Most people do not assimilate enough iron. To bring about the most rapid assimilation, select from the foods not only rich in iron, but those rich in potassium, sodium and calcium. These foods assist in attracting and assimilating iron. Foods rich in chlorine, sulfur, carbon, and nitrogen prevent iron assimilation, and these should be eliminated from the diet when iron increase is imperative.

Occasionally we find an individual in whom iron is assimilated in excess. The existence of iron in excess is readily determined by the high color of the face; it is usually a brick-red, the ears are pale, the nose bleeds are frequent, the skin is hot and dry, the head is hot



and heavy, the individual is always over-sexed. If the above symptoms appear, the diet should be selected so that foods high in iron are eliminated. Plenty of water should be used, and plenty of watery foods incorporated in the diet. Following is a list of foods rich in iron: Ox blood, blackberries, beet juice, dark berries, head lettuce, sorrel, spinach and etc.

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### S P O K A N E   N E W S

The Spokane Local had their October meeting at the home of C.R. Soper. We were honored by the presence of Dr. Jennie S. Cotner formerly of Portland, Oregon, now residing in Spokane. We expect to see her school established in Spokane shortly after the first of the year. Mildred Churchill a graduate of her Portland School is with her.

Plans were discussed for bringing the massage profession before the public and thereby promoting the profession.

Many of the Spokane members are proudly calling themselves Registered Masseurs or Masseuses.

The next meeting will be November 2nd at the home of Fete Eitreim, West 828 Nora Avenue.

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### N O T I C E   T O   A L L   M A S S E U R S , , M A S S E U S E S   A N D   F R I E N D S .

Our association is authoritatively informed that if Mr. Emmit Anderson, candidate for governor of Washington is elected that he has promised the American Medical Association that he will do everything in his power to stop all DRUGLESS METHODS OF TREATMENTS in Washington State.

Please be governed accordingly, and pass this information to all those that can use it in behalf of the Massage Profession.

Milton A. Niedfelt,

National Organizer

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A little reminder that November 1st is the deadline for getting your dues in. If they aren't paid to date you had better start thinking about this. Send them in today.

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THOUGHT FOR THE DAY: Nothing is so infectious as example--Kingsley



Massage Technique for Simple and Migraine Headache  
By John A. Murray

Before I go into the details of this technique, I want to explain the reason for so much dope, on Athletic Club technique and "masseur personell". The item that appeared in the latest Masseur, was intended for the Washington Massage News, in the May 1956 issue, as a preliminary explanation for the Athletic Club "massage", that I gave as my demonstration, at the state convention, I thought it had found the waste basket, so wrote this recent item on the masseur personell, I am sorry I gave you an overdose.

For many years I had terrific headaches, about once a week, Dr. Peterson, massage instructor at the Chicago College of Massage, gave me my first relief, and I proceeded to learn what I could of her technique. Later I was employed by a graduate of that college, who gave me more knowledge, and more relief. Then a Osteopath gave me the final information and almost complete relief from headache that is of the nauseating and painful type. His comment on his own technique was, "I don't know what I do, but it works." I have learned since that it is a common technique with Osteopaths. I suppose there are many of you who know of it and many more, who have some pet technique of your own, as I have seen some of you demonstrate them.

The technique is very simple, it is not messy, no need for probing a finger into the nostrils, or attempting to move the skull bones, or massaging the big toe. It is simply a scientific massage of the neck muscles, using downward stroking from the skull to the seventh cervical vertebrae. When your fingers tell you the muscles are loose and relaxed, move up to the trifacial nerves, press and rotate with finger tips, then on up to temporal nerves, press and rotate, hold a few seconds with some pressure, then on to infra-brocular nerves, repeat procedure, but use index fingers only at this time then down to optical nerves, at the bridge of the nose, then go back over the same area you have first covered. Work the neck muscles again, then pick up the head in one hand, if it be the left hand, then slip the other one under the neck until the right hand rests on the left shoulder, now with the left hand, placed on the patients forehead, proceed to roll the head and neck on the right fore arm, lifting the arm at the elbow, as the head and neck are near the right wrist, then as the head and neck are rolled toward the right elbow, lower the arm. This will loosen all the cervical vertebrae, it is legal and ethical, you can't injure anyone (as in the thrust method if you overdo it). The downward stroking is important because you are forcing the venous blood toward the heart, thereby draining the gorged arteries in the brain, that are pressing cranial nerves. Ten to fifteen minutes of this treatment will usually bring complete relief in about a half hour.

I have been treating a lady, age forty four, who has suffered migraine headaches one to three days out of each week for most of her life. They are usually so severe that she can neither eat or drink and keep it down during the attack. They come on so suddenly, that she has no time to take a sedative or pain killer orally, before she too nauseated to keep them down. She has been given shots, with no relief, and been told that nothing could be done for her. I began treating her using this above technique with general body massage last May. She has had only one attack during that time, that came on about two AM. She was instantly nauseated, could keep nothing down until I got to her home at 7:30 AM. I gave her only the headache technique as she was too sick for a complete massage. I worked on her about twenty five minutes, and returned to my room. In three quarters of an hour she called me saying she was up and felt like eating.

I told a medical doctor, whom I massage, about this case and its results, mentioning to him, that I wished I had some rectal suppositories containing ergotamine, that she could use in an emergency, when too nauseated to keep anything down. This drug will close down the dilated arteries in the brain, so as to stop the throbbing pain and nausea. He was so enthused over my report, that he had the suppositories made up and gave them to me. Each suppository contained 2 mg. or twice the amount contained in a pill to be taken orally. His instructions were to use them only, until I could get to her with my drugless technique. So far she hasn't had to try them. Only one day last in five months, of once a week treatment.

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#### BE

If you can't be a wave, be a ripple.

If you can't be a forest, be a tree.

If you can't be a rock, be a pebble;

But the thing most important is to "Be".

If you can't be a king, be a peasant.

If you can't be an "A" then be a "Z".

For the joy after all is not lessened,

If you are just the best that you can be.

--M.E. Detterline, in The Young Crusader.

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No condition or set of circumstances is in itself a calamity to be feared. It is our reaction to it that makes it a "waterloo" or a field of triumph.



## OREGON NEWS

(South of the Boarder, Down Oregon Way)

Sorry to have missed a couple issues of the Oregon News , but being Pres., Sec.-Treasure , and correspondent all in one, have found myself hard pressed for time. With building a new addition onto my place of business for additional facilities, tending to a 6 acre orchard, cover crop discing etc., along with my regular customers at the office, have been more like the proverbial spider on a hot plate. Not enough legs to get around.

However, with Fall comes the usual cases of colds, aches and pains etc. which makes more business for the masseur or masseuses, so I'm not complaining. We all can stand a lot more business, which reminds me of a peice of poetry I once read:

"In God we Trust, all others cash,  
We need the dough to buy our hash,  
It may seem strange, it may seem funny,  
But thats why we're here, we need the money"

Next meeting of the Oregon Chapter will be held at the Dundee Community Hall, Dundee , Ore and will be Pot Luck. Everyone bring one hot dish and a salad to go along with the desert. Meeting call for 1 P.M. Those with cars Please bring along some one who hasn't trans\* portation.

The new Year Book for 1957 is now in the making. As Nat'l Adv. Chrmn. may I call your attention to get your advertising copy in early.

Special rates are in effect for members of A.A.M.M. I would like very much to see a number of Ore. establishments in this Registry book. It shows who in the massage business in Ore as well as in the entire nation. Let's go everybody.

As usual, Mr. Neidfelt of Seattle, Wash., reminds me again that our chapter is slipping in membership. We now have sixteen regulars and one honorary member. We should double that at least for this coming year. However, one cannot wonder WHY prospective members procrastinate in joining an order that is to their mutual benefit.

he initial cost is long forgotten after the good fellowship and help from all chapters, make work and advancement more ease. The cost of a few packs of cigarettes in a few months, will more than pay the bill. Get a new member this coming meeting, and show them they NEED us, just as the A.A.M.M. needs them.

It is a self proven fact, that it pays to always put forth your very best efforts in giving a customer a treatment. -it's a source of self satisfaction to pick up the phone and have a customer ask for an appointment. Sometimes their names slipped your memory, but the results they recieved from the last treatments years ago, brings them back for another SUPER DEL'X. It gives one a sense of self satisfaction that your efforts have been of some help and you've done someone a little good. Nuf Sed!

C.A. Tyler  
Chapter President  
Sec., Tres., Correspondent,  
Cook and Bottle washer.